



KNXV

## ORDER

FILE DATE 04/09/12

Flight Dates 04/03/12-04/09/12

KNXV-TV  
PHOENIXContract / Revision 293273 / Will Cardon for Senate 2012Original Date / Revision  
04/02/12 04/02/12 Agency Com 15%  
Billing ContactAdvertiser Cardon / Republican / Senator  
PO Box 288  
Alexandria, VA 22313Agency Media Placement TechnologyBuying Contact Sales Office EWSDC  
Sales Region NAT  
336 Commerce Street  
Alexandria, VA 22314 Agency Ref

<u>Product</u>	<u>Order Sep</u>	00:20:00
	<u>Estimate #</u>	
	<u>Alt Order #</u>	
	<u>Billing Type</u>	Cash
	<u>Order Type</u>	GENERAL
	<u>Billing Cycle</u>	EOM/EOC
	<u>Billing Calendar</u>	BROADCAST
	<u>Demographic</u>	A25-54
	<u>Rev Codes</u>	POL POL CAND
	<u>Product Codes</u>	PL
	<u>Priority</u>	P-2
	<u>Advertiser Ref</u>	

Primary Account Executive

Dave Lombardo

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Dave Lombardo	100%		
Tanya Winscott	%		

<u>Order Share %</u>	<u>Market Value</u>	
<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
April 2012	25	\$21,398.75	\$25,175.00	0.00	03/26/12	04/09/12	25	\$21,398.75	\$25,175.00
<b>Totals</b>	<b>25</b>	<b>\$21,398.75</b>	<b>\$25,175.00</b>	<b>0.00</b>					

Billing Plan

<u>Totals</u>															
<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Spots</u>	<u>Amount</u>
N 1	KNXV	04/03/12	04/06/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	-1111--	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 04/02/12	04/08/12	-1111--		4	\$175.00								
N 2	KNXV	04/09/12	04/09/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 04/09/12	04/15/12	M-----		1	\$175.00								
N 3	KNXV	04/03/12	04/06/12		CM	430pm-5pm	-1111--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00



KNXV

KNXV-TV  
PHOENIX

Print Date: 04/02/12

Page 2 of 2

Contract / Revision 293273 Flight Dates 04/03/12-04/09/12

Hiatus Dates

Original Date / Revision 04/02/12/ 04/02/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Will Cardon for Senate 2012 Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	
															Amount	
M-F 430pm-5pm Jeopardy																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 04/02/12	04/08/12	-1111--				4	\$800.00			0.00						
N 4	KNXV	04/09/12	04/09/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	1-----	:30	1	\$800.00	P-2	0.00	NM		1	\$800.00
Start Date End Date Weekdays Spots/Week Rate Rating																
Week: 04/09/12	04/15/12	1-----				1	\$800.00			0.00						
N 5	KNXV	04/03/12	04/06/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-1-11--	:30	3	\$1,200.00	P-2	0.00	NM		3	\$3,600.00
Start Date End Date Weekdays Spots/Week Rate Rating																
Week: 04/02/12	04/08/12	-1-11--				3	\$1,200.00			0.00						
N 6	KNXV	04/09/12	04/09/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-----	:30	1	\$1,200.00	P-2	0.00	NM		1	\$1,200.00
Start Date End Date Weekdays Spots/Week Rate Rating																
Week: 04/09/12	04/15/12	1-----				1	\$1,200.00			0.00						
N 7	KNXV	04/03/12	04/06/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-1111--	:30	4	\$2,000.00	P-2	0.00	NM		4	\$8,000.00
Start Date End Date Weekdays Spots/Week Rate Rating																
Week: 04/02/12	04/08/12	-1111--				4	\$2,000.00			0.00						
N 8	KNXV	04/09/12	04/09/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	1-----	:30	1	\$2,000.00	P-2	0.00	NM		1	\$2,000.00
Start Date End Date Weekdays Spots/Week Rate Rating																
Week: 04/09/12	04/15/12	1-----				1	\$2,000.00			0.00						
N 9	KNXV	04/07/12	04/07/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$1,500.00	P-1	0.00	NM		1	\$1,500.00
Start Date End Date Weekdays Spots/Week Rate Rating																
Week: 04/02/12	04/08/12	-----S-				1	\$1,500.00			0.00						
N 10	KNXV	04/03/12	04/06/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	-1111--	:30	4	\$800.00	P-2	0.00	NM		4	\$3,200.00
Start Date End Date Weekdays Spots/Week Rate Rating																
Week: 04/02/12	04/08/12	-1111--				4	\$800.00			0.00						
N 11	KNXV	04/09/12	04/09/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	1-----	:30	1	\$800.00	P-2	0.00	NM		1	\$800.00
Start Date End Date Weekdays Spots/Week Rate Rating																
Week: 04/09/12	04/15/12	1-----				1	\$800.00			0.00						

\*Tax 1 Note: Tax 0.5%.

Totals

25 \$25,175.00